



Neighborhood Grill & Bar

April 14, 2006

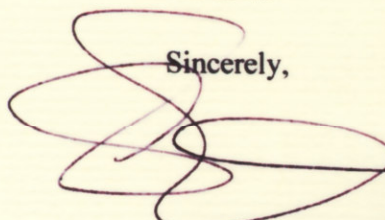
Perry,

This is our first year in the Town Planner Calendar. I love the Town Planner concept. It's unusual to be able to market and advertise in something for an entire year. Knowing our restaurant is on display in thousands of homes each day throughout 2006 is fantastic! I'm happy to say, **we reached new customers that previous print advertising had not accomplished.**

We have been pleased with the response to our ads in the Town Planner. **Within the first three months of 2006, we have redeemed more than enough coupons to pay for our investment.** As you can tell, **we really like the exposure and visibility your publication gives us.**

On a personal note, both you and Yolanda are great to work with. Your customer service and professionalism is fantastic. Please let Yolanda know I thank her for stopping by last year to tell me about this opportunity. Without a doubt, you put together a very effective ad campaign that worked within our budget. Thank you for being a partner in the success of our restaurant.

It should be no surprise, I am very happy to be renewing our sponsorship for 2007 and to also be expanding into more editions. As always, feel free to stop by when you are in the area.

Sincerely,

Rick Arbo
General Manager

<p>FREE Dessert Sweetheart Dessert</p> <p>Bring in your Sweetheart & get a Large romantic Sweetheart Sundae to split with those of 2 or more entrees.</p> <p>Applebee's Neighborhood Grill & Bar 379 Amherst St. • Nashua 886-9292</p> <p><small>Not to be combined with any other offers. Expires 12/31/06.</small></p>	<p>\$5 OFF Any Food Purchase of \$25 or More</p> <p>Applebee's Neighborhood Grill & Bar 379 Amherst St. • Nashua 886-9292</p> <p><small>Get \$5 off any food purchase of \$25 or more. Not to be combined with any other discounts or offers. Expires 12/31/06.</small></p>	<p>FREE Appetizer</p> <p>Start off spring the same way you start off your meal. Receive a free appetizer with the purchase of 2 or more entrees.</p> <p>Applebee's Neighborhood Grill & Bar 379 Amherst St. • Nashua 886-9292</p> <p><small>Not to be combined with any other offers. Expires 12/31/06.</small></p>	<p>\$3 OFF Carside ToGo Order</p> <p>Pick us up for your picnic. Take \$3 Off your Carside ToGo order.</p> <p>Applebee's Neighborhood Grill & Bar 379 Amherst St. • Nashua 886-9292</p> <p><small>Not to be combined with any other offers. Expires 12/31/06.</small></p>	<p>FREE Frozen Treat</p> <p>Cool off from this summer heat with a frozen treat. Non-alcoholic only. With minimum purchase of \$20.</p> <p>Applebee's Neighborhood Grill & Bar 379 Amherst St. • Nashua 886-9292</p> <p><small>Not to be combined with any other offers. Expires 12/31/06.</small></p>	<p>FREE Kid's Meal</p> <p>School's in full swing: bring your children out for a kid's meal with the purchase of an adult entree.</p> <p>Applebee's Neighborhood Grill & Bar 379 Amherst St. • Nashua 886-9292</p> <p><small>Not to be combined with any other offers. Expires 12/31/06.</small></p>	<p>\$3 OFF Lunch or Dinner</p> <p>Sit back, relax & let us help you check off your Christmas shopping list. Receive \$3 Off your lunch or dinner purchase when you buy a gift card.</p> <p>Applebee's Neighborhood Grill & Bar 379 Amherst St. • Nashua 886-9292</p> <p><small>Not to be combined with any other offers. Expires 12/31/06.</small></p>
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14 Mother's Day

Applebee's
Neighborhood Grill & Bar

14 Valentine's Day

Applebee's
Neighborhood Grill & Bar

Applebee's Anywhere

Any Occasion. Any Place. Any Size. Always Delicious!

Make your gatherings easier than ever. Our new menu lets you order delicious favorites in portions big enough for groups of 5 or more. So if you need to host the perfect gathering, simply choose Applebee's Anywhere.™

APPLEBEE'S INTERNATIONAL, INC.
4551 W. 107th Street / Suite 100 / Overland Park, Kansas 66207
(913) 967-4000 / Fax (913) 341-1694

All Services, Inc. • Applebee's of New Mexico, Inc. • Applebee's of Michigan, Inc. • Applebee's of Minnesota, Inc. • Applebee's of Texas, Inc. • Applebee's of New York, Inc. • Applebee's Neighborhood Grill & Bar of Georgia, Inc. • Applebee's Northeast, Inc. • Applebee's of Pennsylvania, Inc. • Apple Vermont Restaurants, Inc. • Apple American Limited Partnership of Minnesota • Gourmet Systems of Tennessee, Inc. • Gourmet Systems, Inc. • Gourmet Systems of California, Inc. • Gourmet Systems of Kansas, Inc. • Gourmet Systems of Nevada, Inc. • Gourmet Systems of Minnesota, Inc. • Gourmet Systems of Georgia, Inc.

